

# Merit 100's Surge Continues.

*Low tar MERIT 100's attracts significant  
number of high tar smokers.*

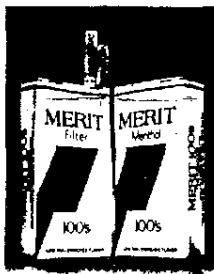
A few years ago most smokers agreed: low tar meant low taste. Then along came MERIT, packed with Enriched Flavor, tobacco, and the "low tar, low taste" theory was exploded.

The same advance in tobacco technology was then applied to MERIT 100's. The result: MERIT 100's attracted significant numbers of high tar smokers—the toughest taste critics of low tar smoking.

In fact, most MERIT 100's smokers are coming directly from high tar brands.

And the demand for MERIT 100's continues to build. More and more smokers are confirming that MERIT 100's taste is changing attitudes towards low tar smoking.

**MERIT**  
Kings & 100's



REGULAR and MENTHOL

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

6 mg "tar," 0.6 mg nicotine—100's: 11 mg "tar,"

0.7 mg nicotine per cigarette, FTC Report May '78

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1000 line TAB-POP

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